

Message Text

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ACTION EUR-12

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FM AMEMBASSY PRAGUE

TO USDOC WASHDC PRIORITY

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UNCLAS PRAGUE 1091

E.O. 11652: N/A

TAGS: BEXP, CZ

SUBJECT: 1976 BRNO FAIR

REF: USDOC 6656

1. EMBOFFS LEE AND MONTGOMERY MET FIAR DIRECTOR MATULOVA IN BRNO APRIL 22. RESULTS OF THAT MEETING AND ANSWERS TO QUESTIONS RAISED IN REFTEL WILL BE REPORTED SEPTTEL.

2. SINCE APRIL 22 MEETING, MATULOVA HAS TELEPHONED EMBASSY WITH OFFER OF ADDITIONAL SPACE OF 480 SQUARE METERS LOCATED IN PAVILLION R, WHICH IS NEARBY BUT NOT DIRECTLY ADJACENT TO 594 SQUARE METER OUTDOOR ISLAND PREVIOUSLY OFFERED TO US. COST OF THIS INDOOR SPACE, INCLUDING AISLES, IS 100 SWISS FRANCS PER SQUARE METER.

3. EMBASSY BELIEVES THIS OFFER SHOULD BE SERIOUSLY CONSIDERED. NEW PROPOSAL, IN ADDITION TO PROVIDING MUCH MORE EXHIBIT SPACE (WHICH SHOULD BE ESPECIALLY WELCOME TO CLARK EQUIPMENT), WOULD SOLVE PROBLEM OF HOUSING DELICATE EQUIPMENT. IT WOULD ALSO PROVIDE OFFICE SPACE ADJACENT TO EXHIBIT RATHER THAN IN DISTANT BUILDING A3, WHICH FAIR MANAGEMENT OFFERED US EARLIER.

4. NEW PROPOSAL SEEMS TO FLOW FROM PROBLEMS AND COSTS ASSOCIATED WITH PROVIDING 20 CUBICLES (CALLED "MONTI STANDS") AND PARTIAL ROOF FOR OUTDOOR AREA (REFTEL). MATULOVA BELIEVES COST OF ADDITIONAL INDOOR AREA WOULD BE LESS THAN COST OF UNCLASSIFIED

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INSTALLING 20 CUBICLES OUTDOORS. ROOF FOR PART OF OUTDOOR AREA

IS STILL POSSIBLE BUT MAY PRVE TROUBLESOME (SEPTEJ).

5. INCLUSION IN U.S. EXHIBIT OF EQUIPMT ANCILLARY TO MHE (SUCH AS ADP EQUIPMENT) DISCUSSED WITH MATULOVA, AND SHE AGREED THIS IS PERMISSIBLE SO LONG AS SOME CONNECTION WITH MAJOR THEME COULD BE PRESERVED. WE CONSTRUE THIS TO BE APPROVAL FOR US TO RECRUIT FIRMS PER PARA 4 REFTTEL.

6. COMMENT: EMBASSY BELIEVES MATULOVA'S LATEST OFFER WOULD BE VERY ADVANTAGEOUS FOR US. IT WOULD ALLOW US TO DEVOTE MOST OF OUTDOOR ISLAND SPACE TO LARGE EQUIPMENT AND MEET CLARK EQUIPMENT'S DESIRE FOR EXTRA SPACE. EXTRA INDOOR SPACE WOULD PROBABLY NOT BE ANY MORE COSTLY THAN ERECTING 20 CUBICLES OUTDOORS. THE 480 SQUARE METER SPACE (30 BY 16 METERS) IN PAVILLON R ACTUALLY INCLUDES ACCORDING TO MATULOVA, APPROXIMATELY 300 SWUARE METERS SUITABLE FOR EXHIBITS OR AFFAIRS, REMAINDER OF AREA NORMALLY BEING USED FOR AISLES. EMBASSY ALSO HOPES TO HAVE SMALL INFORMATION BOOTH IN EXHIBIT WHICH COULD BE ACCOMODATED INDOORS.

7. ACTION REQUESTED: PLEASE ADVISE SOONEST (MATULOVA HAS ASKED FOR RESPONSE BY APRIL 28) WHETHER EMBASSY SHOULD EXPRESS INTEREST IN HAVING 480 SQUARE METER PAVILLION R INDOOR SPACE IN ADDITION TO 594 SQUARE METER OUTDOOR AREA.
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